

USA Pavilion Succeeds on Multiple Fronts

Reaching millions of Chinese and changing their perceptions of the U.S.



Commissioner General welcomes the one millionth visitor to the pavilion

At the current pace of one million visitors every month, the USA Pavilion is projected to welcome six million Chinese citizens by the end of the Expo on October 31. In the words of one visitor: "My view of America changed... America seemed more sincere and friendly."



Ambassador Huntsman greets the first visitors on May 1

Generating positive coverage in Chinese media

Chinese media coverage has been consistently positive, noting the impressive features of the show and building, and the Mandarin-language skills of the Student Ambassadors. Since the May 1 opening, pavilion coverage has averaged 455 articles per week in the Chinese press and 790 per week in the combined Chinese and foreign press.

Secretary Clinton's May visit was front page news



Promoting U.S. business in China and highlighting U.S. brands



PepsiCo CEO speaks at a dinner hosted by Secretary Clinton

U.S. companies use the pavilion facilities to meet clients, entertain staff, promote services, and organize seminars around company themes and corporate social responsibility issues. The New York Stock Exchange invited clients to ring the opening bell from the USA Pavilion while Dell organized a seminar for women entrepreneurs.



Ring the opening bell from the pavilion

Introducing American culture to new audiences in China



Ozomatli performs at Expo Square

Expo goers have daily opportunities to see American performances in both formal and informal settings. Major performances to date include Ozomatli, Herbie Hancock and the Philadelphia Orchestra. *Dance America!* performs daily in front of the USA Pavilion.



Dee Dee Bridgewater and Herbie Hancock

Engaging top Chinese and third country officials



Consul General welcomes President Hu Jintao

The USA Pavilion hosts more than 20 VIP visitors every day, giving USG officials the chance to talk in an informal setting with high level Chinese and third country officials. Top Chinese visitors have included President Hu Jintao, Vice Premier Wang Qishan, and Foreign Minister Yang Jiechi.

Creating opportunities for people to people exchange



Children's Day celebration features Sesame Street and special needs, disabled and earthquake affected children performing on the USAP stage

In addition to welcoming some 40,000 visitors per day, the pavilion reaches out to Chinese audiences through cultural, educational, and social programs. The Student Ambassadors have been particularly effective in presenting the human face of our nation.



Student Ambassadors join forces with local NGO to promote environmental awareness

Focusing attention on American higher education



Shanghai high school students with Consulate staff and Student Ambassadors

Shanghai high school and university students are invited to the USAP to exchange ideas with Student Ambassadors and learn about studying in the U.S. The U.S. Student Ambassadors come from 38 states and 89 universities, offering a broad range of experience as they chat with Chinese visitors.

Increasing interest in tourism and investment in the U.S.



Hawaii Governor at pavilion

Pavilion programs, including celebrations sponsored by state and city delegations such as Hawaii, Texas, San Antonio and San Francisco, generate interest in visiting the U.S. and promote investment opportunities.



Texas roping demonstration